

IMPLEMENTATION GUIDE

Promoting Sun Safety Among Zoo Visitors

*Using an Evidence-Informed Program to develop
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-based Programs to Fit Your Needs” and the handouts in Modules 4 and 5 to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at
http://cancercontrol.cancer.gov/use_what_works/start.htm.

To receive training on “Using What Works,” contact the NCI Cancer Information Service and speak to a Partnership Program Representative in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/index.jsp?cctopic=C>.

I. Program Administration (Type of Staffing and Functions Needed)

Health Educators

- Train zoo employees how to incorporate sun safety messages into zoo visitor activities

Zoo Employees

- Post sun safety messages in various areas of the zoo (e.g., install kiosks and signs, insert tip sheets and coupons into zoo maps)
- Incorporate information about animal adaptations into bus tour narrations and arts and crafts activities

II. Program Delivery

For additional information on modifying program materials, refer to Module 4, Handouts #2 and #6 in “Using What Works”: Adaptation Guidelines and Case Study Application.

A. Program Materials (All implementation materials are available from the developer’s websites: Sunwise Stampede Web site for Zoo Staff, <http://www.foundation.sdsu.edu/sunwisestaff/>. Additional materials for the general public are available at the Sunwise Stampede Web site for Zoo Visitors, <http://www.foundation.sdsu.edu/sunwisestampede/>):

Sample listing:

- **Tip Sheet for Visitors**
- **Discount Coupons** – for sunscreen and Sunwise hats
- **Point-of-Purchase Sign** – promoting coupons

- **Point-of-Purchase Sign** – promoting hats, sunscreen, sunglasses
- **Sunwise Animal Sticker**
- **Sunscreen Break Sticker**
- **Sign for Stroller Rental Area**
- **Rental Stroller Tag** – for strollers without covering
- **Rental Stroller Tag** – for strollers with convertible covering
- **Who Am I?** – rubber stamp activity
- **Who Am I?** – paper-and-pencil activity
- **Decorate-the-Elephant Art Activity**
- **Frog Visor Pattern**
- **Animal Crossword**
- **Animal Skins**
- **Animal Maze**
- **Animal Search**
- **List of Messages for Narrated Tours**
- **Messages for Signs at Animal Exhibits**

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: Promoting Sun Safety Among Zoo Visitors health educators visit participating zoological parks and provide a 30-minute training to zoo employees on how to incorporate information about animal adaptations into bus tour narrations and arts and crafts activities.

Step 2: Zoo employees post sun safety messages in various areas of the zoo (e.g., install kiosks and signs, insert tip sheets and coupons into zoo maps).

Step 3: On an ongoing basis, bus tour narrators present information about animal adaptations during their tours. Information on animal adaptations is integrated into arts and crafts activities, which are staffed by zoo volunteers and zoo staff.

III. Program Evaluation

For additional information on planning and adapting an evaluation, refer to Handouts #2-8 in Module 5 of “Using What Works.”

For further assistance in designing and conducting an evaluation, go to the Cancer Control P.L.A.N.E.T. Web site and see Step 2: Identify potential partners to find a research partner in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/researcher.jsp?cctopic=0>.